

STRATEGICALLY BUILD A DATA-DRIVEN ENTERPRISE WITH DATAOPS

A sense of “magic” is the hallmark of a data-driven enterprise.

THREE KEYS TO DATAOPS SUCCESS

Data operations (DataOps) requires technological and cultural change that improves an organization’s use of data to seamlessly connect data consumers and creators to rapidly optimize value from all types of data.

1

Agile Data Pipelines

Address issues by pulling relevant data from dashboards, enabling compliance reporting and using AI/ML applications to solve problems dynamically.⁹

 More people can create data pipelines	 Self-service creation of data pipelines	 AI/ML assists in self-service process
 Guided search of data catalog	 Simplified operations	 AI/ML model management

2

Governance and Instrumentation

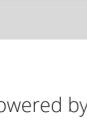
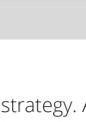
Automate external and internal compliance, and apply security to ensure that use of data with personally identifiable information is regulated, and its usage tracked.⁷

 Fine-grained access control	 Sensitive data masked	 Operational monitoring
 Automation of compliance	 Policy-driven data security	 Usage monitoring

3

Operational Agility

Ensure the abstraction and simplification required for assembling data and creating pipelines extends to data storage and management infrastructure using metadata-driven strategy.

 Decreased cost and complexity	 Control data management using policies
 Expanded automation	 Increased agility

A workplace that’s powered by data starts with strategy. A “stairway to value” approach – where data is **stored, enriched, activated and finally, monetized** – is the most effective way to acquire data value and maximize return.



of organizations have a comprehensive enterprise-wide data strategy or have started executing one.



of IT professionals say most strategic decisions are data-driven.



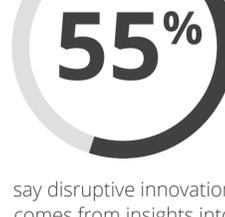
of IT professionals agree that data is growing in importance.

DATA DRIVES INNOVATION

The digital revolution is about **leveraging data to act as a catalyst for disruptive innovation**. Data-driven innovators use data to better understand the market and their products, and to create more revenue through data-enabled products.⁴



of organizations say they have a single view of their customers.⁶

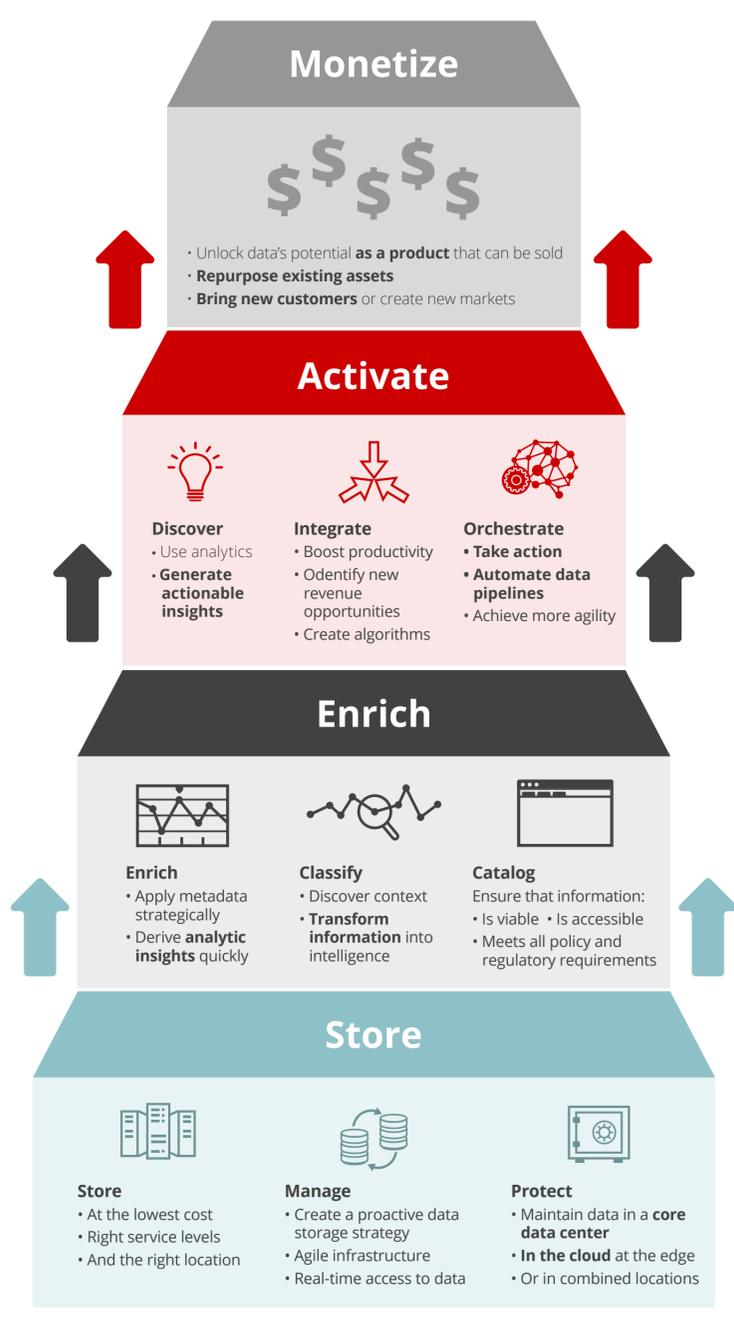


say disruptive innovation comes from insights into their customer base.⁸

For most organizations, now is the time to take the first steps towards becoming data-driven.

INCREASE BUSINESS AGILITY WITH THE DATA STAIRWAY TO VALUE

In data-driven enterprises, value is added across four distinct stages that align IT infrastructure investments. It is not necessary to go through all of the steps to realize value from data, but each level enables the success of the level above it. The better the foundation, the greater the opportunity to monetize data across the organization.



HOW TO BECOME A DATA-DRIVEN ORGANIZATION

Energize the resources of your organization to optimize the data stairway, drive innovation and empower customers to experience the benefits of real-time responsiveness.

6 Key Activities of Data-Driven Enterprises

- 1 Encourage collaboration**
Gather data from internal and external sources, transform and blend it to make it useful and get it to the right end user – human or machine.
- 2 Open data to all levels of the organization**
Build a single repository of knowledge and train employees across ALL functional areas on how to use that data to improve operations and create a consistent customer experience.
- 3 Promote transparency**
Build clear audit trails to bring confidence to decision-makers and other data end users that allows them to use data in a way that is ethical and wholly positive for customers.
- 4 Always stay focused on the customer**
Identify customer pain points and work backwards to determine what data is available (or needed) to help solve those problems and maintain a feedback loop.
- 5 Create a culture around measurement and analytics**
Organizational culture must be focused on data-driven decision-making that allows proactive engagement with the market and requires measurement and tracking of customer interactions.
- 6 Automate as much as possible**
Gain continuous, low-cost business insights by using AI and ML to automate analysis focused on clearly defined and repeatable business outcomes.

READY USE DATAOPS TO BECOME A DATA-DRIVEN ENTERPRISE?

To learn more, read *Building a Data-Driven Enterprise Through Strategy, Culture and DataOps*, created by Forbes Insights in association with Hitachi Vantara.

[Get Started >](#)

Callus today at **1-858-769-1555** to speak to a Hitachi Vantara expert

¹ “Building a Data-Driven Enterprise Through Strategy, Culture and DataOps,” Forbes Insights in association with Hitachi Vantara, 2019.
² “Data and Analytics: Workloads and Adoption Patterns,” 451 Research, 2019.
³ Ibid.
⁴ “Amplify Your Return on Data – The North Star for Data Innovators,” Brad Surak, Hitachi Vantara, 2019.
⁶ “Building a Data-Driven Enterprise Through Strategy, Culture and DataOps,” Forbes Insights in association with Hitachi Vantara, 2019.
⁷ “Bringing DataOps to Life,” Hitachi Vantara, 2019.t
⁸ Ibid.
⁹ “Bringing DataOps to Life,” Hitachi Vantara, 2019.